

MEDIA RELEASE

Immediate

Brother's New Quattro™ is The Dream Machine for Sewing and Embroidery

The latest Quattro™ Innov-is 6000D is easy-to-use and packed with automated features for sewing, embroidery, quilting and crafting with just one touch!



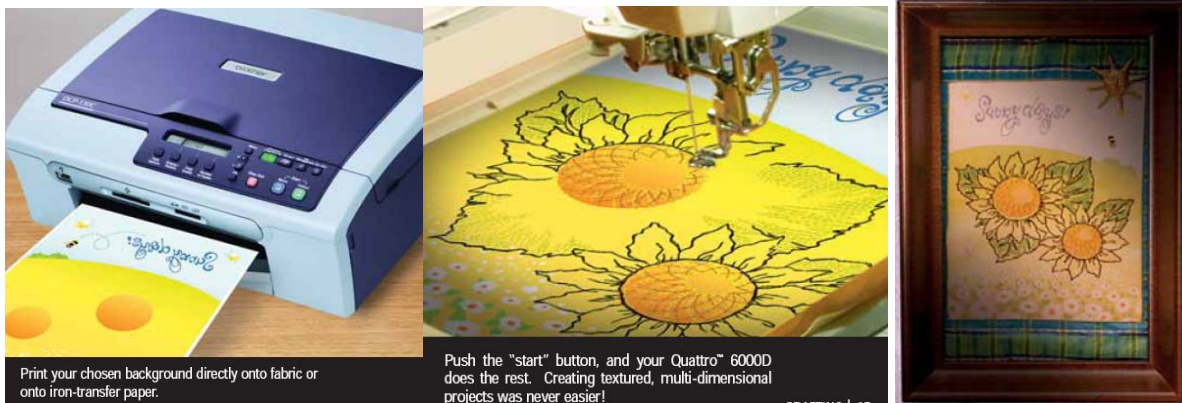
SINGAPORE, 31st March 2009 – Brother International, a leader in home and business IT and sewing peripherals, develops a new revolution in the sewing and embroidery industry by expanding its wide range of sewing and embroidery products with the introduction of the new Quattro™ Innov-is 6000D Creativity Times 4. In conjunction with Brother's 100 years of achievement in incomparable technology, the Quattro™ Innov-is 6000D is developed to commemorate this celebration with 100 unprecedented and improved features. Termed as "The Dream Machine", the Quattro™ Innov-is 6000D fulfils one's passion with groundbreaking sewing, embroidery, quilting and crafting capabilities.

"Brother continues to pursue cutting edge technology with the next generation in sewing and embroidery by launching the Quattro™ Innov-is 6000D. This machine aims to realise the



creativity and innovative thinking of those who desire to create an art piece beyond one's imagination," says Takeo Shimazu, Managing Director at Brother International Singapore.

Targeting at avid crafters, hobbyists and aspiring entrepreneurs, the Quattro™ Innov-is 6000D has the unique Print and Stitch technology to create a three-dimensional (3D) art piece. With a customised embroidery by Quattro™ Innov-is 6000D and a printed background with a Brother inkjet All-in-One also known as a Multi-Function Centre (MFC), one can transformed this 3D art into a decorative portrait, a pattern on a T-shirt and more.



Those with no knowledge in sewing and embroidery will find it a breeze with the Quattro™ Innov-is 6000D. It is easy-to-use and has an automated sewing technology that enables the user to select the desired creative on the wide-angle colour touchscreen high-definition LCD display by Sharp Corporation. It is also the first machine in the industry to have a built-in camera above the needle to position exactly where one wants it to be and a magnified view of the needle area. Embroidery for beginners becomes effortless with the machine's ability to identify the area and orientation of the embroidery by the placement of a "Snowman" sticker on the embroidery hoop. The Quattro™ Innov-is 6000D has up to 601 exclusive built-in embroidery designs including ©Disney characters to choose from. The machine consists of three USB ports including a high-speed 2.0 port to import customised creative work to expand the collections of embroidery designs. It also comes with a threading needle system.





Alternatively, the Quattro™ Innov-is 6000D appeals to experienced users with other advanced features. It has a Runway™ Lighting which is equivalent to the power of 56 standard LED lights with ten inches of full-spectrum lighting surrounding the needle area, convenient for any lighting environment and reduces eye strain. Upon selection of the desired embroidery, designs are rendered three times faster than previous models which equates to faster completion. With a larger workspace of almost 50 square inches, one has the ability to sew with the embroidery arm attached which is a time-saving convenience. The Quattro™ Innov-is 6000D is equipped with advanced quilting featured including a 3 free-motion quilting feet and adjustable presser foot height to make free-motion quilting and pivoting easier on any types of fabric.

Pricing and Availability

The Quattro™ Innov-is 6000D includes a two-year on-site warranty and are available in Singapore at a recommended retail price of SGD11,888 (inclusive of GST). The products can be purchased through Brother International Singapore's authorised resellers and are supported by Brother Customer Service Centre, located at the ground level of Gateway East at Beach Road. It is opened Mondays to Fridays, from 9am to 9pm, and on Saturdays, from 9am to 3pm.

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ABOUT BROTHER INTERNATIONAL SINGAPORE PTE LTD

Brother is a leader in the development and manufacturing of technologies in the printing, communication, digital imaging and sewing industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality printing solutions. Brother's regional South East Asia headquarters, with fully integrated sales, marketing and services capabilities is located in Singapore. Across the region, Brother has subsidiaries in Thailand, Philippines and Malaysia, as well as liaison offices in Indonesia and Vietnam. For more information on Brother International Singapore and its products, please call +65 6538 3998 or visit www.brother.com.sg. Brother will always be "At Your Side" now and into the future.

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